



Film and TV Weekly

VOICE OF THE ENTERTAINMENT INDUSTRY

Vol. 31, No. 24

Incorporating the CANADIAN MOVING PICTURE DIGEST (Founded 1915)

TORONTO, November 23, 1966

Rate Showarama '66 A Success

• 4-day Toronto convention and trade show earns enthusiastic comments

Was Showarama '66 successful?

A big yes is indicated in a round-up of opinions from delegates with varied interests who attended the recent four-day joint convention of the Canadian motion picture and the theatre concessions industries at Toronto's Inn on the Park.

"Yes," said Jack Fitzgibbons, co-chairman of the event with Dick Main. "It was a resounding success and the desired results were obtained. I heard enthusiastic comments from people who have attended similar conventions in the United States and could be considered qualified to make comparisons. Those who addressed presentation sessions also told me their audiences were attentive and interested, which means the discussions were productive. The most important result of the convention, in my opinion, was the endorsement of one organization, the Motion Picture Theatre Associations of Canada, to represent all provinces and be one united voice for the industry. There had to be a start in this direction and combining the trade show with a program that had general appeal achieved this initial objective."

ASKS MORE FILM TIME

While acknowledging the convention as an overall success, some distribution executives, like Harvey Harnick, Canadian general manager of Columbia Pictures, felt that more time should have been devoted to product screenings. "From a distribution standpoint," Harnick said, "the screenings at the Don Mills Theatre of future product was most important and the only comment I have to make is whether the basic motion picture distribution and exhibition 'sell' shouldn't have been expanded to more than the one morning screening. All in all, however, I think congratulations should be extended to

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PLAQUE symbolic of the award for the best booth display at the recent MPTAC-NAC Trade Show—Showarama Canada '66—at the Inn on the Park, Toronto, went to Astral Films Ltd. for its imaginative display of the interior of a miniature theatre with a screen showing trailers on coming product through rear-screen projection. Accepting the award are Bill Morland, Astral director of advertising and publicity, left; and Jerry Solway, general manager of Astral, centre; from Frank C. Troy, Trade Show chairman, right.

—Photo by Len Bishop

Gaston Theroux Elected Head Of New MPTAC

Election of Gaston H. Theroux, president and managing director of the Association of Theatre Owners of Quebec, as the first president of the new Motion Picture Theatre Associations of Canada highlighted a two-day annual meeting at the Inn on the Park,

MPTAO Annual Meeting Discusses BMI Rates

BMI Canada Limited, recognizing the increased use of BMI music in motion pictures—scores for Mary Poppins and The Blue Max being two notable examples—has applied to Canada's Copyright Appeal Board for the right to charge Canadian motion picture exhibitors annual fees according to seating capacities and

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Toronto. The MPTAC, successor to the National Committee of Motion Picture Exhibitors Associations of Canada, drew up a new constitution at one of its sessions, aimed at promoting and protecting the Canadian motion picture exhibitor and the industry.

Elected along with Theroux as directors were Owen Bird, president of the British Columbia Exhibitors Association; David Rothstein, a director of the Manitoba Motion Picture Exhibitors Association; Carly Posen, treasurer of the Motion Picture Theatres Association of Ontario; and F. Gordon Spencer, vice-president of the Maritime Motion Picture Exhibitors Association. R. W. Bolstad, president of Famous Players; C. R. B. Salmon, president of Odeon; and N. A. Taylor, head of Twinex Century Theatres, were appointed to

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Alberta Exhibs Fighting Daylight Saving Time

Daylight Saving Time may be acceptable in other provinces but if it comes to Alberta it may well ruin some exhibitors, says Norman MacDonald, Edmonton theatre manager and president of the Alberta Theatres Association. He points out that in effect DST in Alberta would actually be double DST (daylight until 11 p.m.), meaning some drive-ins would have to close, while attendance at auditorium theatres could drop by as much as 30 per cent.

The ATA is spearheading a

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FPCC Names Bludhorn Chairman Of The Board

Charles G. Bludhorn, board chairman of Gulf & Western Industries Inc. which recently acquired control of Paramount Pictures, was elected a director and chairman of the board of Famous Players Canadian Corp. Limited at a meeting held last week in Toronto, it was announced by President R. W. Bolstad. Bludhorn succeeds the late J. J. Fitzgibbons.

At the meeting, Bludhorn stated G & W had no intention of disposing of its share interest in

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Vancouver Variety Busy On 3 Charity Projects

Presentation of a "Sunshine Coach" by Vancouver Tent No. 47, Variety Club of Western Canada, to the Cerebral Palsy Association of Lower Vancouver Island was a recent first move in the Tent's planned three charitable projects to aid underprivileged and handicapped children.

The bus, built in the west coast city and equipped with a hydraulic lift ramp for children in wheelchairs, was donated by Barker Andrew Robertson, Vancouver

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Reg Wilson Leaving 7 Arts Productions

Reg Wilson, producers' representative at Seven Arts Production Limited, has resigned effective December 2. Born in Winnipeg he was educated in Toronto and joined MGM in 1937 as shipper. He stayed with that company, except for

five years of active service with the RCAF, until September, 1962, when he moved to Seven Arts. When he left MGM he was Toronto branch manager and general manager of the 16 mm. Division. He will announce his future plans shortly.

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VCR. VARIETY

(Continued from Page 1)

ver Variety member, and presented by Lt.-Gov. Hon. George R. Pearkes to B. Clarke, president of the Palsy Association, in Vancouver. A second ceremony at Government House in Victoria saw rededication of the coach.

Harry Howard, Chief Barker of the Vancouver Tent, said two more Sunshine Coaches will be put in service within the next six months. He said the first of the Vancouver branch's annual telethons got \$67,000 in pledges, of which \$60,000 was already in.

Outlining other charity projects, Howard spoke of a Variety Training Farm for Retarded Children, for which the Tent had committed itself to an expenditure of \$400,000 over the next five years and was acquiring a 100-acre site on which the first building would be erected next year.

Another undertaking was a Headstart Program for Underprivileged Children, requiring \$12,000 for a mobile schoolroom. This was being built and would go into service July 1, with the Variety Club footing all bills for the physical setup. Maintenance and staffing would be done by the government.

Tent No. 47 received its charter less than a year ago.

FIGHTING DST

(Continued from Page 1)

battle to eliminate DST from Alberta and early this year submitted a brief, prepared by Robert H. Barron, QC, son of Jack Barron, Odeon partner, to the Hon. Ernest C. Manning, premier of Alberta. The brief succeeded in having DST removed from a local option basis. Premier Manning will hold a province-wide plebiscite on the question if there is enough interest.

MacDonald submitted the facts to the Edmonton Journal, which previously had been strongly for DST. The result was almost a full page, titled The Journal for Dissent, in which the arguments against DST were underlined. It was pointed out that Alberta had been placed in the wrong time zone by 19th century settlers. Edmonton and the bulk of the province, it was argued, should be in the eighth time zone west of Greenwich, the Pacific Time Zone, but for some unaccountable reason had been located in the seventh west, Mountain Time Zone, thus getting built-in DST. Together with the bright "civil twilight" found in the northern part of the province, due to the high latitude, darkness (without daylight saving) does not come until almost 10 p.m., the resulting start-time for drive-ins.

MacDonald stated that Odeon and Famous Players had agreed to aid in the DST fight in Alberta.

Gaston Theroux Elected

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the board. At a separate meeting the new board elected Theroux president, Rothstein vice-president and Posen secretary-treasurer. The board also appointed H. C. D. Main as executive director.

The general meeting approved various committees and named to head them were Lionel Lester for 16 mm., Theroux for film rentals and TV clearance; and Posen for revising and shipping, transportation and posters.

The scale of fees for Canadian theatres by BMI Canada Limited for use of its music was discussed and it was decided that the MPTAC would try and get the same five year contract as signed by Famous Players and Odeon for all its members. A resolution was passed asking Willard Z. Estey, QC, counsel of the Musical Protective Society of Canada, to keep the MPTAC informed of developments in his dealings with BMI and the Copyright Appeal Board.

The meeting went on record as favoring the joint convention idea and suggested that it might be possible for the NAC trade show to be opened to the public in future.

Following a talk by N. A. Taylor, in which he recommended that the MPTAC should head public relations for the movie industry as a whole, with a large enough budget to make this work effective, it was left to the directors to decide on the move and how the funds should be raised.

Film Canada Gets Prize-Winner

Film Canada Presentations of Toronto recently acquired English Canadian rights to the Czech film, Loves of a Blonde, a Venice Festival prize-winner in 1965 and currently establishing itself as a possible "sleeper of the year" at New York's Sutton Theatre, grossing close to \$75,000 in its first three weeks.

Film Canada will also be engaged in exhibition as a partner with Cineshow Corp. Ltd., managing a new art house to be built in the old post-office building at Yonge and Charles in Toronto, with a scheduled opening date of Mar. 1, 1967. Film Canada is headed by William Poolman, president, assisted by Roger Hunt, director of advertising and publicity, and Linda Capotosto, formerly with Premier, as sales manager.

BLUDHORN NAMED

(Continued from Page 1)

Famous and urged management to pursue an aggressive expansion policy not only in the motion picture theatre business and related communications fields but in other areas where investment opportunities became available.

At the same time it was confirmed that a 27½-cent dividend would be paid, plus a bonus of 10 cents a share. Famous stock, trading at around \$26 has an estimated price-earnings ratio of 16.5 for 1966.

Recently, the financial pages of the Montreal Gazette carried a report by a firm of local investment dealers, Collier, Norris and Quinlan Limited, which rated Famous' common stock, listed on the Montreal exchange, as "good value at current levels for capital appreciation."

Bludhorn, guest of honor at a special reception held at the National Club, was accompanied from New York by Paul Ralbourn, senior vice-president, Paramount Pictures Corp.; Martin Davis, vice-president, Paramount Film Distributing Corp.; and James Richardson, treasurer of both Paramount corporations.

Canadian circuit and distribution heads attended the reception, along with Mayor Phil Givens and executives from the financial world, notably Sam Fingold, head of Foundation Company of Canada and a former exhibitor in Mt. Forest, Ont.

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SOME PICTORIAL HIGHLIGHTS OF SHOWARAMA '66



HIGHLIGHTS of the four-day industry convention as captured by photographers Alex Gray and Len Bishop. 1.—Ribbon-cutting ceremony signals opening of trade show with co-chairman Jack Fitzgibbons (left), Harry Prygrocki, chairman of the Motion Picture Industry Council of Canada, and F. Gordon Spencer, past-president of the Motion Picture Theatre Associations of Canada, officiating. 2.—Lucky draws were a special highlight. Trade show chairman Frank Troy announces a winner. 3.—Biggest draw of them all—for a \$1,200 Westinghouse color TV set—was won by Paramount's Win Barron (right), being congratulated by M. Portansnik of Dantas Co. Ltd., a Westinghouse distributor. Next to Portansnik is Jack Bernstein, Chief Barker of the Variety Club who, as part of the ceremony, received a cheque to Variety Village for more than \$500 from Gordon Joyce (standing next to him), representing Pepsi-Cola Canada Ltd., sponsor of the color TV draw. 4.—Official welcome from the Province of Ontario to delegates was extended by the Hon. James Auld, Minister

for Tourism and Information, during the Canadian Picture Pioneers Award Dinner. On his right are Mrs. and Mr. Myer Axler, CPP vice-president. 5.—A general shot of the crowded Centennial Room, Inn on the Park, during the Pioneer Award Affair. 6.—Pioneer of the Year Dan Krendel (right) receives his special plaque from Morris Stein, longtime friend and associate who won the award in 1960. 7.—Panel and open forum sessions were an integral part of the convention, typified here by Paul Lazarus, vice-president of National Screen Services, New York, who led a discussion on movie advertising techniques. 8.—Arch Jolley, retiring as executive secretary, Motion Picture Theatres Association of Ontario, receives a bonus farewell from Mary Hughes, a Hollywood personality who attended the convention as the guest of Astral Films and American International Pictures. Steve McManus, MPTAO president, and chairman of the opening day luncheon, looks on. 9.—Ancillary Award winners at the Pioneer ball were (left to right) Pat Travers, business manager

Showarama '66

(Continued from Page 1)

the committee which put together a real professional show."

Lack of coverage by Toronto's daily press came as a disappointment to many delegates, notably Mark Plottel, Canadian g.m. for Universal Pictures. "It (the convention) was constructive for all members of the trade," he said, "however I was disappointed by the lack of public relations with the press. I believe the general public should have been made aware of this convention. It seems other industries with similar activities become news items, with pictorial coverage. I suggest that in 1967 the trade show should have one day open to the public, with entertainment. What better opportunity would we have to make the public want to go to the movies?"

Gaston Theroux, newly-elected president of the MPTAC, endorsed Plottel's views. "We went to a hideout and kept it secret," he said. "It would seem that no publicity, or very little, was generated so as to make this important event known to the general public. Bearing in mind that our prime objective is to fill our theatre seats and do more business, I'd like to suggest that next year we identify our trade show with our industry and call it the 1967 Motion Picture Trade Show and also make sure to invite the public to participate."

Astral Films, assisted by American International Pictures, contributed an attractive helping of Hollywood glamor in the person of actress Mary Hughes who decorated luncheon head tables and was one big reason why Astral won the award for the best booth in the trade show. Otherwise, there was a noticeable and surprising lack of Hollywood bezzazz, as pointed out by Charles Mason, Odeon's advertising director. "Support from Hollywood should be much stronger in future," he contended. "A good number of stars and personalities would not only increase attendance but also add to public awareness."

Theatre managers who attended appeared to be in general agreement that the combined event was beneficial not only through the business meetings and trade show but through the many opportunities for informal discussion of various matters. Doris Rodgers, manager of the Seneca in Niagara Falls, Ont., emphasized this facet when she said: "There

was time, if any questions arose, to discuss them after the meetings, during the social occasions."

While few dissenting voices were heard among the more than 500 delegates relative to the facilities and cuisine of the Inn on the Park, a luxury motor hotel complex in suburban Don Mills, there were some authoritative opinions to the effect that a larger hotel like Toronto's downtown Royal York would provide more space for trade show exhibitors.

Frank Fisher, Odeon vice-president, in communicating the unanimous satisfaction expressed by Odeon manager and district representatives from across Canada, added that while he felt the Inn on the Park was to be recommended for its particular location—"away from the downtown interests so as to keep all registrants in the one building"—he felt the Royal York might be a better bet. "Their facilities are better mainly because of more space, particularly for the trade show," he said. "Due to the facilities at the Royal York I visualize that the trade show could open its doors, say, on the first day rather than late on the second day, and so the exhibitors and visitors would derive greater benefits."

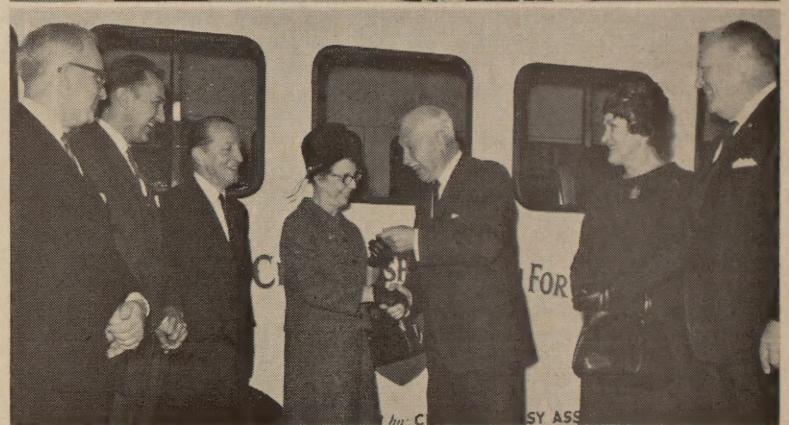
Some other opinions:

M. Mickey Stevenson, Paramount general manager: "The participation in and the reaction to Showarama '66 by all facets of the motion picture industry proves conclusively that this program was an unqualified success. Any minor difficulties encountered can easily be overcome to make Showarama '67 an even greater success."

Herb S. Mathers, general manager of Empire Films: "It is not possible to assess correctly all facets of the convention but I can assure you that within the framework of our particular needs, I believe the enthusiasm observed in every quarter augurs well for the next convention. The calibre of presentation by almost every branch of the trade was excellent, indeed. The entire show reflected careful and thorough planning."

David Rothstein, Rothstein Theatres, Winnipeg: "The experience gained will certainly help future shows, which I hope will be held. Would like to see more equipment displayed and as many

Vancouver Variety Club Really Rolling!



ENTERTAINERS at the recent first annual telethon of Vancouver Tent No. 47, Variety Club of Western Canada, are pictured in the top photo. The telecast received \$67,000 in pledges, of which 60,000 is now in. Bottom photo shows presentation of the branch's first of three "Sunshine Coaches." From the left are B. Clarke, president of the Cerebral Palsy Association of Lower Vancouver Island, which accepted the bus for its handicapped children; Fred Tanner, director of the Association; Harry Howard, Chief Barker of the Vancouver Tent; Mrs. M. McClung, supervisor of the Association's day-care centre, who accepted the keys to the bus; Hon. George R. Pearkes, Lt.-Gov. of BC and honorary chairman of the Variety Club, presenting the keys; Mrs. Andrew Robertson; and Andrew Robertson, Vancouver Variety member and mining executive, who donated the coach to Variety.

—Photos by Jack Lindsay Ltd.

exhibitors as possible encouraged to attend."

Hillis Cass, MGM general manager: "A major success for every facet of the entertainment industry which gave an opportunity for the motion picture companies to attractively display their current and upcoming box office attractions."

A. P. Bahen, eastern division manager, Odeon: "From my observations I believe the joint motion picture-NAC convention was a success. I had only one opportunity to visit the trade show and for a short period because I was required to attend the national exhibitors' meeting which conflicted with various events put on by the NAC. As far as interest at the managerial level was concerned, I'm sure there was no conflict and I believe the whole setup allowed for

a greater attendance at the different functions."

Charles (Chuck) Sweeney, director Odeon concessions: "An outstanding triumph in my opinion. It was a remarkable program and the trade show was excellent, as attested by the remarks of exhibitors."

Owen Bird, president BC Exhibitors' Association: "This in my opinion is a big step towards the betterment and integration of all our industry. The more we can get together on deals like this, the better we get to understand all our various problems. I am sure that every exhibitor who attended learned something new about merchandise and merchandising. The only minus I could see was that with the automatic growth of a show of this calibre more thought will have to be given to utilizing more space."

for Local 173 (IATSE); Maynard S. Joiner, western division supervisor, Famous Players; Art Bahen, eastern division manager, Odeon (Canada); and Dave Rothstein, vice-president Rothstein Theatres, Winnipeg. 10.—The annual Quigley Award, the Motion Picture Herald's coveted prize to the top motion picture showman in America, was won this year by Len Bishop, manager of Famous' Hollywood Theatre in Toronto, for his promotion of Mary Poppins. R. W. Bolstad, president of Famous (right) makes the presentation during the MPTAO luncheon, with Mrs. Bishop in attendance. 11.—F. Gordon Spencer (left) turns over presidency of the MPTAC to Gaston Theroux of Montreal, who is also president of the Association des Propriétaires de Cinemas du Quebec. 12.—Ivan Ackery, manager of the Orpheum in Vancouver, arrives at the convention to receive his Concessions Industry Man of the Year Award from NAC president Jack O'Brien. Here, Ackery is getting a VIP welcome from Miss Trade Show (Anna Woods) and Miss NAC (Shirley Ann MacDonald).

13.—Canadian distributors, special guests at a Famous Players luncheon during the convention, are (left to right back row) Herb Mathers (Empire), Reg Wilson (Seven Arts), Harvey Harnick (Columbia), Leo Greenfield (Buena Vista, Burbank, Cal.), George Heiber (United Artists), R. W. Bolstad (president Famous Players and host), Haskell Masters (Warner Bros.), Mark Plottel (Universal), Jerry Solway (Astral), Peter Myers (20th Cent.-Fox), Jack Bernstein (IFD), M. M. Stevenson (Paramount), Len Bernstein (Columbia), Robert Lightstone (Paramount), Ron Emilio (MGM), Orval Fruitman (IFD) and Ted Hulse (20th Cent.-Fox). Front row (left to right), Morey Hamat (United Artists), Ralph Zelickson (Empire), Phil Stanton (Universal), Hillis Cass (MGM), Martin Bockner (Astral) and Vic Beattie (20th Cent.-Fox). 14.—Product reels of various distributors were a special feature in Odeon's Don Mills Theatre. 15.—Marshall Fine, past-president National Theatre Owners Association and prominent midwest US exhibitor, addresses opening day MPTAO luncheon.

MPTAO MEETING

(Continued from Page 1)

seasonal aspects or character of certain operations.

The scale, highlighting discussions at the annual meeting of the Motion Picture Theatres Association of Ontario held in Toronto during Showarama '66, would apply roughly as follows: theatres with 500 seats or less—\$10 a year; drive-ins and seasonal operations—\$10; theatres with 500-1,000 seats—\$20; those with more than 1,000 seats—\$35.

(From Montreal, Clyde Moon, BMI Canada's assistant general manager, pointed out that BMI content in movie scores had increased from 8.9 per cent to 21.9 per cent in the last nine months. "Consequently," he said, "we've had to implement membership demands and I'm happy to say that so far the negotiations have been sane and reasonable.")

At the MPTAO meeting, H. T. Blumsom, secretary-treasurer of Odeon Theatres and president of the Musical Protective Society of Canada, said his company and Famous Players had accepted the BMI scale for a five-year period and recommended other MPTAO members should do the same. Blumsom answered questions from the floor, assisted by Willard Z. Estey, QC, counsel for the MPSC, and following the prolonged session it seemed certain the majority would also sign.

The meeting also elected a new board of directors which on Dec. 1 will elect officers from the following members: David Axler, Lionel Lester, Steve McManus, Curly Posen, H. C. D. Main, Harry S. Mandell, Bill Summerville, Louis Consky, G. B. Markell, M. W. Zahorchak, Casey Swedlove and Robert Maynard. Phil Nemirow, also elected, died the same afternoon.

Close to 500 delegates crowded the Inn on the Park's Centennial Room for the MPTAO's traditional opening day luncheon, presided over by incumbent president Steve McManus and highlighting a presentation to retiring executive secretary Arch Jolley and presentation of the Quigley Award, emblematic of the Motion Picture Herald's Showman of the Year for all of North America, to Len Bishop, manager of Toronto's Hollywood Theatre, for his campaign in support of Mary Poppins. R. W. Bolstad, president of Famous, made the presentation.

Special speaker for the MPTAO luncheon was Marshall Fine, past-president of the National Association of Theatre Owners and a leading exhibitor with circuits in Ohio and Michigan. For distributors in the audience, Fine's speech at times was as sanguine as the roast beef, particularly when he criticized the mounting sale of feature pictures to television.

Panorama

☆☆☆☆☆☆ by Stan Helleur

COMMENT APPEARING ELSEWHERE IN THIS ISSUE reflects the extent of bitterness felt by many Showarama '66 delegates over the lack of press notice by Toronto's three daily papers. During the convention's four days, two small photographs represented total coverage by the **Globe and Mail**, **Telegram** and **Star**, indicating that



as far as publisher and editorial boards were concerned, those involved in the Canadian motion picture business were second-class citizens engaged in a second-class industry and not worth reporting upon ☆☆☆ It might be assumed by some delegates that Showarama's publicity committee failed to communicate with the newspapers, hence the blackout. However, checking this out we found that the publicity team had fed releases and photographs to city desks and entertainment departments, apprising them of the agenda, describing the national convention in detail and inviting representation. But nothing, not one lousy news item about a business that in its parent US environment ranks in dollar volume among the top six national industries. Surely the Canadian industry is reasonably equivalent? ☆☆☆ Maybe there's a lesson to be learned from this blatant snub. Maybe the motion picture industry has been taking things for granted regarding its image as one of the leading international corporate structures. Perhaps it's the victim of its own built-in glamor, its aura of never-never-land. Maybe publishers and editors need some education, enlightenment and reassurance as to the industrial substance of our business which, in reality, overlies the familiar, necessary but too often misleading Hollywood hokum. It's obvious that editorial opinion of the industry has to be upgraded. Few if any newspaper executives could talk knowledgeably about motion pictures as a business but are they really to blame? Maybe the industry has been so heavily engaged in internecine warfare between distributors and exhibitors over rental percentages and feature sales to TV that the overall industry concept has been lost. High level participation in a fight for fair and equitable newspaper attention is an absolute must and responsible executives should recognize their obligation.

☆☆☆☆ FAIR AND EQUITABLE are the operative words. When you examine the average sports section of a Toronto daily and find from four to six pages devoted to muscle-bending of one kind or another, catering to a readership that has to be nearly-exclusively male, you're compelled to wonder how many paid attendances must there be to sports events in Toronto during an average week, to warrant this kind of attention. About 50,000? Probably high. And meanwhile how many paid motion picture attendances would there be in Toronto during the same week? About 250,000. And that's a conservative figure. So where's the editorial logic? Why cater only to the male population with four to six pages of sport while ignoring all but completely the far greater male-female audience which, if attendance figures are accepted as being indicative, should be interested in bigger proportion of general and feature motion picture news? ☆☆☆ We recall an occasion, some 15 years ago when we were handling a daily column and the Saturday entertainment pages for the **Telegram** (in the days when a page of movie scene cuts was policy). We felt even then that the industry wasn't getting a fair shake and said as much to the late **Bert Buckland**, who was the managing editor. "You may be right," he told us, "but I've got space problems and until they complain let's leave it the way it is." Obviously, the industry hasn't complained in any organized, reasonable way in the interim. Isn't it high time?

☆☆☆☆ NO OFFICIAL ANNOUNCEMENT AS YET but it's a fact that **W. N. (Bill) Murray** has joined **Famous Players** in Toronto as director of purchasing, engineering and maintenance, replacing the late **Jules S. Wolfe**. A Canadian Picture Pioneer, Murray comes to Toronto from Montreal and his post as general manager of **United Amusement Corp.** Prior to that appointment he had served **United** as general purchasing agent ☆☆☆ Adds to our Look-Alike file: **General Sound's Lloyd Pearson** and **Jack O'Brien**, president of the **NAC**, who attended **Showarama '66** with his wife. Also actor **Robert Morley** and **Sam Arkoff**, VP for **American International Pictures** who also made the convention as the guest of **Jerry Solway** and **Astral Films**. ■

Jolley Leaving MPTAO; Main Named Successor

A. H. (Arch) Jolley, executive secretary of the Motion Picture Theatres Association of Ontario since April, 1945, has retired and will be succeeded by H. C. D. (Dick) Main at the end of the year. Jolley, who lives in Hamilton, will be available in a consultative capacity.

Before joining MPTAO he had been with the George S. May Co. in a number of important posts for eight years, the latter part of it as Ontario district manager.

Main, a veteran of the film business in Canada, resigned from Odeon Theatres in 1945 to become a partner in the Fingold circuit. Later he purchased the Simcoe Theatre in Sutton West, Ontario, which he still operates. He has held a number of executive capacities in industry associations.

Seven Arts To Acquire Third Of Warner Bros. Shares

Jack L. Warner and Eliot Hyman, president of Seven Arts, announced agreement in principal had been reached for the acquisition for investment by Seven Arts of approximately 1,600,000 shares of the common stock of Warner Bros. Pictures Inc. from Warner and related interests at a price of \$20 (US) per share. The shares constitute approximately one third of the outstanding Warner Bros. shares. Consummation of the transaction is subject to obtaining the necessary approvals and drafting instruments satisfactory to all parties.

Philip Nemirow, Toronto Loew's Manager, Dead

Philip Nemirow, city manager in Toronto for Loew's Theatres Inc., died suddenly in his office in the Uptown Theatre Nov. 7, following a heart attack. He was 51 years of age.

Nemirow came to Canada last December from Providence, Rhode Island, where he had been manager of the RKO Albee until its closing the previous August. He had been with RKO Theatres for 35 years.

Nemirow, along with Wm. J. Trambukis, Northern Division manager of Loew's, had attended the meeting and luncheon of the Motion Picture Theatres Association of Ontario that morning at the Inn on the Park and had returned with Trambukis to his office, where the fatal seizure took place.

Nemirow leaves his wife, Sybil, and two sons. The youngest son, Lawrence works in the Toronto office of United Artists.

Commercial Comment

By ANNA LISZT

THE Senate-Commons committee on prices and credit has got around to the breakfast cereal business and, naturally, to Kelloggs, they being far the biggest. One wonders how much such hearings really find out and how significant and comparable their findings are.

For example, Kelloggs was criticized because their profits were 11.8 per cent of gross sales of \$26 million in 1965 — about \$3.5 million. General Foods, on the other hand, was, by implication, lauded because their Post's cereal division profits were only 3.6 per cent of sales. Their overall company profits were 4.9 per cent of sales—a total of \$4.8 million.

Chain food stores were, again by implication, even more loudly praised because their profits were about 2 per cent of sales.

The inference is that the less profit they make, the better little boys they are. On the other hand, if one is a stockholder, the viewpoint changes. And far more people are becoming stockholders these days. We wonder how many of the committee have funds invested in food companies and how they react when dividends are cut.

From whatever viewpoint one looks, the comparison of Kelloggs and General Foods with food chains is quite absurd. Kelloggs is far the biggest in the cereal business. They have kept their business simple by never getting into anything but cereals. Compared with most big companies this gives them an extremely streamlined operation and much higher profit efficiency.

The Post's division of General Foods, on the other hand, is one smallish segment of a much more complex and diversified whole which numbers well over 50 products, including coffee, tea, packaged desserts, pet foods, flavorings and toppings, fruit pectins and goodness knows what else. The administration of a mixed bag like this is far more difficult and far less capable of profit-making efficiency. If it were not so then the two cereal companies, selling the same product, with much the same selling income and factory and administration costs would have the same percentage profit.

If Kelloggs cereals cost more to produce the higher profit, Mrs. Housewife can buy Post's or Nabisco or General Mills or Ralston/Purina. But she still buys more Kelloggs and Grace MacInnis (NDP Vancouver—wouldn't you know it?) may scream "blackmail" because of the kid premiums in the box, but all she is really saying is that women

buy them because they are too gutless to resist the little bullying dear's demand for this or that gimcrack toy.

Ten years ago, Shredded Wheat sold at about 33½ per cent less per ounce than any other cereal. And it was far the most nutritious of all. They spent less on advertising and had fewer kid premiums. But its share of the market had been declining.

They began to spend more on ads, had more kid premiums, slicked up the package AND RAISED THE PRICE. And it began to increase its market share almost immediately.

One obvious truth is basic but seldom really understood by such committees. Companies are in business to make a profit. If the directors and management don't do so they get fired. In the committee's deliberations people talk about everything else, but. We recall the price spreads investigation by a royal commission in the early fifties.

As usual, the members of the companies testifying got their marbles firmly in their mouths and talked about their responsibility to the consumer, to their employees, public service, corporate citizenship and all the meaningless blabs that companies use in public but never, never mention in their own operations meetings.

Until the late J. S. McLean, founder of Canada Packers, was called to testify: Quite soon, an investigator asked him about his philosophy of business. Quietly but firmly he said, "I buy meat as cheaply as I can and sell it for the highest price I can get." It was like a breath of fresh air in all the weasel-wording which had preceded it.

The healthiest discipline for business lies in the sort of action the housewives engaged in recently to bring down the price of bacon. If they would organize in a continuing association — even if they only numbered a quarter of the female population as members — they could swing a buying club so powerful that no company would dare oppose them. Women are always saying — this one too — that they could run things much better than men. Yet here, right within their grasp, is a weapon which has worked every single time they have used it. They could do so and should do so, not just when they get mad about the price of this or that, but on a continuing basis.

They could soon dictate exactly what products they wanted, how packaged, how priced and whether with or without green or blue or brown trading stamps.

REWARD!

(No Questions Asked)

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